

## **STATEWIDE INTERNET PORTAL AUTHORITY**

### **ROAD SHOW SUMMARY AND OUTCOMES**

**May 2005**

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### **Statewide Internet Portal Authority Road Show Summary**

In March and April, Gregg Rippy, SIPA Interim CEO, and Bob Feingold, SIPA Board member, traveled throughout ten locations in Colorado including: Greenwood Village, Frisco, Glenwood Springs, Steamboat Springs, Fort Collins, Lamar, Colorado Springs, Pueblo, Montrose, and Durango. There were 62 participants overall. The purpose of the Road Show was to reach out to information technology professionals throughout the state and achieve the following objectives:

- Give an update on SIPA activities and discuss key benefits with the participants
- Discuss critical success factors of the portal
- Develop key concepts that could be used to communicate the benefits of the portal to elected officials and senior government executives

In order to achieve these objectives, Gregg Rippy provided background and an update of the Statewide Internet Portal Authority. He asked for success stories from each of the participants, and he asked what the critical success factors were in those projects. Finally, there was a forum discussion about what a storyboard would look like when presenting the idea to the participants' bosses.

### **CRITICAL SUCCESS FACTORS**

From a homemade emergency mobile information trailer to online procurement, Colorado's counties and municipal organizations are finding ways to enhance citizen services. They are listening to citizens' needs and working with the surrounding municipalities or counties to make projects successful (see Success Stories folder in the eRoom). After hearing many success stories, Gregg Rippy asked participants what the critical success factors were in those projects. In compiling the feedback, there were seven main critical success factors including: citizen needs, organizational design and structure, infrastructure and applications, communication and collaboration, credibility and trust, political will, and needs assessment.

#### **Citizen Needs**

Most participants expressed that citizen need and access are extremely important success factors. Citizens must want to use the product and actually use it. Therefore, in order for the users to get the greatest value, input and involvement from citizens is critical, and this will drive adoption. The bottom line is that citizens' interests should always be at the forefront.

#### **Organizational Design and Structure**

Another success factor is organizational design and structure. The participants felt that in order for the portal to be successful, it must be run like a business. There must be organizational capacity including: knowledge, skills and time. They believed that the portal should maintain its

own staff and avoid outsourcing everything. Longevity and staffing issues are very important so that customers can contact the right person.

#### Infrastructure and Applications

Participants gave great importance to connectivity and infrastructure issues. Suitable infrastructure must be in place for connectivity and accessibility to citizens. If citizens cannot get onto the Internet, why would they be interested in using online services? Also, the design must be user-friendly and allow easy navigation. It is important to track visits and failed searches. Participants expressed a want for choice and flexibility such as OpenSource, which would make it easier for cities and counties to integrate with what they already have in place.

#### Communication and Collaboration

Ongoing communication and collaboration are keys to success. Participants articulated that they do not like to be kept in the dark. They want to know what is happening, and they want their input to be heard. They have found that collaboration on their projects has been very successful. Intergovernmental agreements, such as those between cities and counties, have proven to be win-win for both parties involved. In order for this to be achieved, synergies such as the eRoom, communication, critical success factors, collaboration, and OpenSource should be leveraged. Rather than reinventing the wheel, it is important to build upon existing foundations. Success breeds success.

#### Credibility and Trust

The participants noted that often it is difficult to achieve buy-in for a project right away. Participants conveyed that the portal is going to have to earn trust and credibility first, as there is a lot of distrust associated with the word "state". The portal must deliver what it says it will deliver and maintain proper scope. People want to see results with minimum impact on their daily lives.

#### Political Will

In order for any project to be successful, buy-in from elected officials and decision makers is critical. In order to achieve this, easy language must be communicated and the project must be driven by citizens. There must be funding available, and it helps if the project is lower cost or allows the city or county to make money.

#### Needs Assessment

There is no point in implementing a project unless it satisfies a known, existing need. Therefore, SIPA must do its homework to see if the idea fits the community. This can be achieved by asking why cities and counties do things the way they do. A very important assessment tool is looking at the cost and how it balances with value to citizens. SIPA should challenge assumptions and motivators, and look to bridge gaps. However, if there is a valid reason for current processes, perhaps the project is unnecessary for that community.

## STORYBOARD IDEAS

The purpose of reaching out to information technology personnel prior to reaching out to elected officials and decision makers was to get an idea of lessons learned from the local information technology personnel when trying to engage in a project. After looking at the critical success factors of the projects implemented by participants, there was a forum discussion. The discussion posed the question: “What should a story-board look like for a presentation to your bosses or elected official.” The topics gathered include:

- **Who is SIPA?**
- **Keys to Adoption Success**
  - Citizen enthusiasm
  - Agency, county, municipal leadership
  - Municipal, agency, county CIO's
  - State executives and legislators
- **What are citizens saying?**
  - Town hall meetings to be conducted
  - Preliminary results show: (for example)
    - Core Interests: type of services they would like to see
    - How they would like to access the information
    - What is preventing them from doing that today
- **Activities conducted to get citizen input and when?**
  - Dates focus groups conducted, state regions
  - Age / background of groups
  - Percentage who have access to the Internet
- **Benefits a Portal can Provide to Your Constituents**
  - Ease in finding information, fewer clicks to get there
  - Valued government interaction to and for citizens of Colorado
  - One-stop access to electronic information, products, and services of state & local government
- **Benefits a Portal can Provide to Your Governmental Entity?**
  - **Value**
    - Create a positive experience for citizens in doing business with local and state government
    - Provide value-added services to citizens by allowing them to do business transactions on-line

- Seamless access to state, local municipalities, counties, cities, courts, higher education, K-12 education, and libraries
  - Government services from homes, businesses or libraries
  - Environmental impact – reduction of travel
  - Brand awareness can still be maintained, while service will be enhanced
  - Call volume to certain sites may go down
- **Cost-savings (focus needs to be business outcomes, not technology)**
- Aggregation of information
  - Shared applications/capability will save dollars for implementation of applications
    - An application integration toolset, content management toolset, communications and collaboration toolset, help desk toolset, web hosting service, and electronic payment engine will be included in the early delivery elements of the Portal.
  - Shared information infrastructure
    - The Portal will provide all aspects of security, including: user identification, intrusion detection, virus prevention, spamming prevention, and redundancies for business continuity and disaster recovery.

## ROAD SHOW OUTCOMES

The Road Show proved to be an invaluable experience for the Statewide Internet Portal Authority, as it evolved into a “listening” tour. Over 60 participants provided SIPA with their own successes and how they achieved those successes. Participants shared their lessons learned and potential concerns about the portal from their perspectives. The also helped to create a storyboard for presenting the idea to local officials and decision makers.

Overall, participants felt that the objectives were met, but there were some areas where improvement was possible. Some participants were still struggling with how the portal will benefit their organization, and there are a lot of trust issues looming. They would have liked to have had the benefits spelled out in the beginning and would have liked to have seen examples of other portals. They felt that the definition of portal should to be clarified, and SIPA should demonstrate that there is more to a portal than the Internet.

The Road Show was a learning experience for both SIPA and workshop participants. Many participants did not even know what a portal was before attending the workshop, and many of their perceptions changed to be more positive. There was feeling that the road show was a good start, but there is a long way yet to go. The participants appreciated SIPA’s effort to involve them in the beginning, and they requested that SIPA publish the feedback and create an action plan that fits the feedback. Overall, participants were excited about the opportunities the portal offers, and they are looking forward to the next steps.